Cognizant, Salesforce Team Up to Drive Transformation through Life Science Industry Cloud

Cognizant and Salesforce are collaborating to help accelerate innovation in customer experience for clients in the life sciences industry. The two companies aim to drive transformation and experience personalization for end customers of healthcare and biopharma companies, through automation and modernization of business processes on the recently launched Salesforce Life Science Cloud.

As the life sciences industry continues to evolve under converging forces of technological change, regulatory requirements and shifting consumer expectations, legacy platforms can struggle to support efficient operations and limit companies' ability to innovate. The latest collaboration between Cognizant and Salesforce aims to address challenges in the life sciences industry and deliver an end-to-end connected experience for patients, healthcare providers (HCPs) and payers by enabling a 360-degree view of patient outcomes and successes.

"Best-in-class experiences require an enterprise ecosystem that serves not just as a support system, but as the business itself," said Uday Kiran Kotla, global head of Cognizant's CX-CRM practice. "Leveraging Salesforce's AI-based solutions alongside Cognizant's leading domain and industry knowledge, we aim to deliver sustainable, scalable solutions via the Salesforce Life Science Cloud that address key customer pain points and improve patient experiences."

Cognizant was a proud sponsor of the launch of the Salesforce Life Science Industry Cloud at Salesforce World Tour Boston in June 2024. Leveraging Cognizant's history of successful joint development efforts with Salesforce, Cognizant's top-tier team of architects, as well as its presence on numerous Salesforce Product Advisory Boards, will work to help accelerate Salesforce's speed to market, and ensure the evolution of the Industry Life Science Cloud reflects the perspectives and needs of the two companies' joint clients.

"Our partnership with Cognizant leverages their deep industry expertise and consultative approach to harness the power of Salesforce's AI-driven Life Science Cloud solutions," said Frank Defesche, SVP & GM, Life Sciences, Salesforce. "Together, we're working to transform the landscape by delivering personalized care journeys, enhancing patient outcomes, and driving innovation at scale in order to create a truly connected experience for all stakeholders in the life sciences ecosystem."

In recognition of Cognizant's credentials in the life sciences and healthcare industries, Everest Group, a leading research and consulting firm, placed Cognizant highest in its inaugural Care Management Platforms Peak Matrix 2024[1]. Additionally, Cognizant's notable expertise and IP related to the Salesforce technology ecosystem, including accelerators for automated migration of data to the Salesforce Life Science Cloud, will help clients maximize the impact and value of their investment in this infrastructure.

"Forward-thinking enterprise platform providers are taking notice and launching AI-driven, cloud-based solutions specifically tailored to the unique challenges of life sciences. Salesforce's recent life sciences cloud launch is a prime example" said Chunky Sajita, Vice President at Everest Group. "Salesforce is placing bigger bets on data, AI and generative AI, forcing service providers to adapt. The key to success now lies in developing data-driven, AI-enabled, and life sciences-specific Salesforce services to create a truly differentiated solution set for the life sciences industry."

Cognizant's collaboration with Salesforce is a part of the company's ongoing commitment to delivering the next generation of innovation, enabling rapid scientific, technological and business progress. For more information on Cognizant's partnership with Salesforce, visit here, and for more information about Cognizant's life sciences industry offerings,visit this page.

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[1] Care Management Platforms PEAK Matrix ® Assessment 2024, Everest Group®

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